



Better **FUN** for a Better World

2022 Soul of
Cedar Fair Report



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FROM OUR LEADERSHIP



Dear Stakeholders:

I'm pleased to share with you our second environmental, social and governance (ESG) report, which describes the continued evolution of our ESG strategy and our progress on the "Blueprint for Action" we published a year ago.

From Cedar Fair's humble beginning as a simple beach and bathhouse in 1870, to our role today as one of the leading regional amusement park operators in the world, we have been guided by a strong set of principles and ethics. And while each of our unique parks reflects the culture of the community it serves, together they share a vision, mission, purpose, values, and essence we refer to as "The Soul of Cedar Fair." Not only does the Soul of Cedar Fair define who we are, it also guides us in our collective purpose to make people happy.

Building on this strong foundation, in 2022 we launched our ESG strategy, Better FUN for a Better World. The strategy is embedded into the Soul of Cedar Fair through five pillars: operations & governance, safety, associate happiness, environment, and community. We are partnering with each of our parks to execute this strategy in a phased approach that initially focuses on safety, waste management, community giving, data collection, and reporting.

I'm pleased with our progress so far. A few highlights include:

- **Safety.** We launched a company-wide Safety Grants Program that funds projects to accelerate safety innovation and promote an integrated safety culture.
- **Associate Happiness.** We celebrated the first two graduating classes from our [Resort and Attraction Management \(RAAM\) program in partnership with Bowling Green State University](#). This \$14 million investment is creating a pipeline of talent for our parks and helping to groom the next generation of industry leaders.
- **Operations & Governance.** We launched several digital tools, including the Maintenance Connection platform, which allows us to digitize routine ride and facility inspections and centralize procedures, strengthening consistency across parks and reducing paper use.
- **Community.** We began updating and focusing our community program on three main areas of support—education, health and well-being, and happiness—in coordination with Cedar Fair Charities Inc., the central organization in our unified strategy.

- **Environment.** We continued updating park lighting systems to LED and began implementing other efficiency programs, such as state-of-the-art energy management systems.

Key to success, of course, is our associates. Every day, our team members go above and beyond to make people happy. And nowhere is their commitment more apparent than in our annual Purpose and Soul Awards, which we launched in 2022 to celebrate those associates who consistently demonstrate their commitment to take care of our guests—and each other. To date we have recognized more than 100 associates with Purpose Awards. Six of these winners were also recognized with the Cedar Fair Soul Award, our highest associate honor. Each one truly represents what it means to create Better FUN for a Better World.

I look forward to working together with all of you—our associates, our investors, and our many external stakeholders—as we embark on this next chapter together.



Richard A. Zimmerman
President and Chief Executive Officer



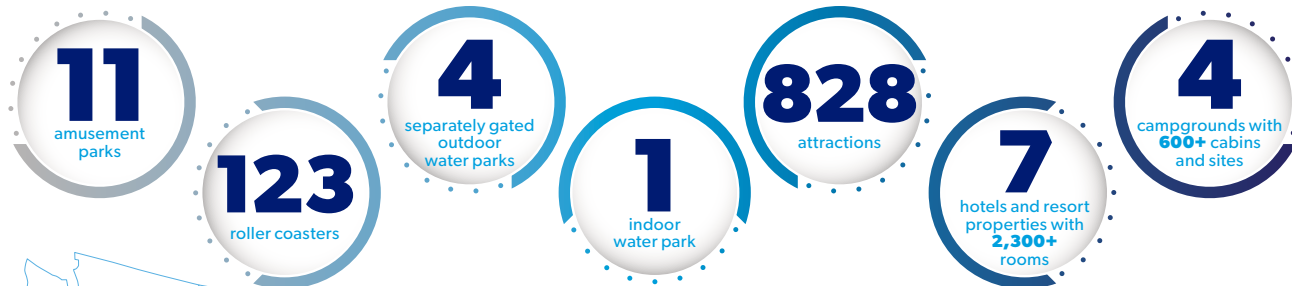
WHO WE ARE

United in Making People Happy



Cedar Fair is one of the largest regional amusement-resort operators in the world, delighting 27 million or more guests each year. Our parks are united in our shared purpose to make people happy—every day and in every way that we can. This is our reason for being, now and in the future.

2022 CEDAR FAIR BY THE NUMBERS



2,302
operating days

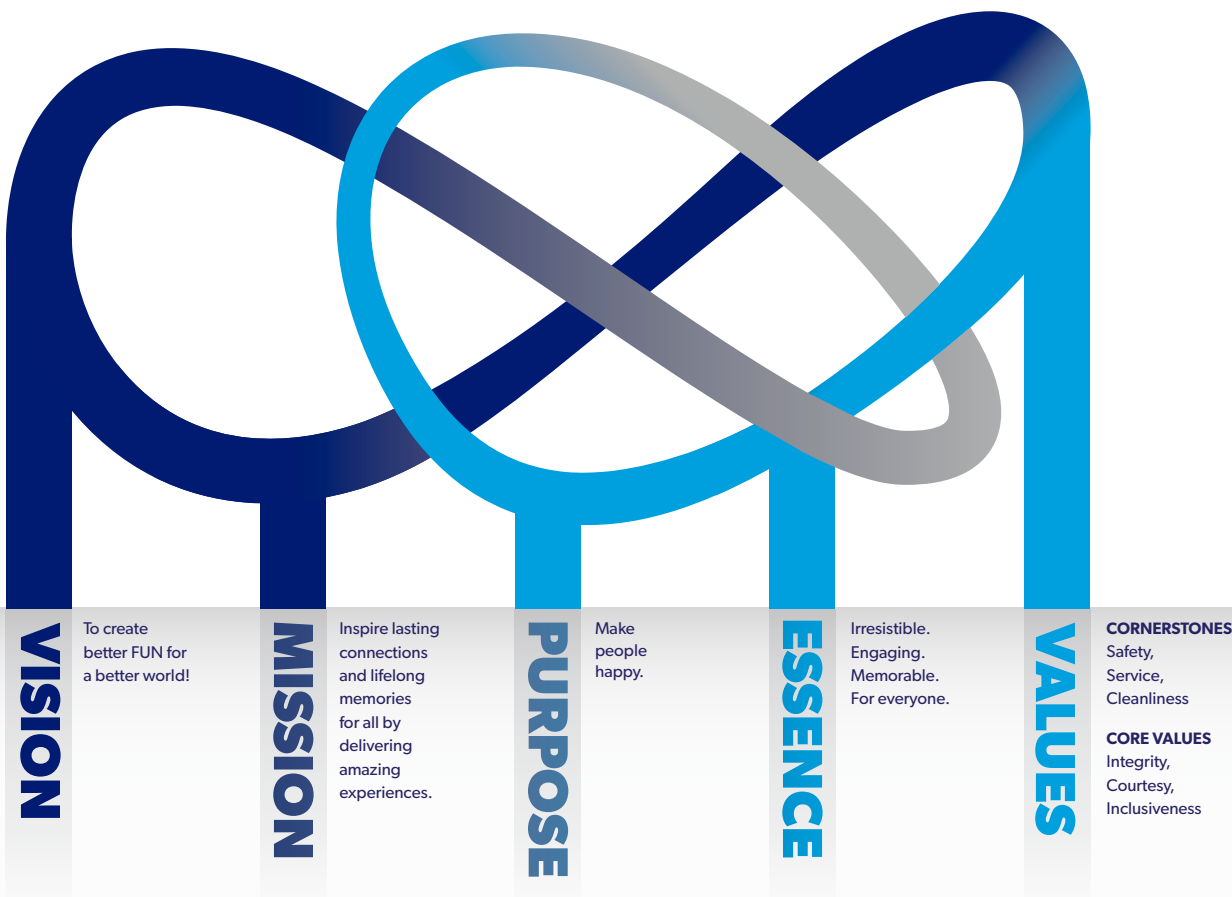
26.9
MILLION
guests entertained

3.2
MILLION
season passes sold

\$1.82
BILLION
in net revenues

\$552
MILLION
of adjusted EBITDA

THE SOUL OF CEDAR FAIR



For many decades—and for some locations, over a century and a half—Cedar Fair’s beloved parks have delivered amazing experiences, setting new standards for thrills and entertainment. Each park reflects the culture and diversity of the unique communities it serves, while also reflecting a shared vision, mission, purpose, essence, and set of values

we collectively refer to as “The Soul of Cedar Fair.” Our ESG strategy, Better FUN for a Better World, supports The Soul of Cedar Fair through five ESG priority areas and tactics to deliver on our ESG commitments in safety, associate happiness, environment, community, and operations & governance.

For more about how our ESG framework Better FUN for a Better World supports The Soul of Cedar Fair and how our Soul work is embedded in our organization, please see Our ESG Strategy [page 9](#).



CEDAR FAIR AND OUR PARKS TAKE TOP AWARDS

Golden Ticket Awards

For 25 years, the *Amusement Today* Golden Ticket Awards have recognized the “Best of the Best” among theme parks, amusement parks, family entertainment centers and water parks. In 2022 and 2023 nearly 50 rides, attractions, and events at our parks were recognized by the Golden Ticket Awards program. Three earned top honors in 2022:

KINGS ISLAND

Publisher’s Pick for “Park of the Year”

SCHLITTERBAHN NEW BRAUNFELS

“World’s Best Water Park”
for the 24th consecutive time

CAROWINDS FURY 325®

“Best Steel Coaster” for the
giga coaster Fury 325

In 2023, two of our parks earned top awards out of eight nominated Cedar Fair parks, including “Best Water Park” for Schlitterbahn New Braunfels and “Best Steel Coaster” for the Fury 325 at Carowinds. Aeronautica Landing at Carowinds was also the Publisher’s Pick for the Turnstile Award in 2023.

Bridge Builder Award

In 2022, Cedar Fair was named one of 75 winners of the Bridge Builder Awards by the Council on International Educational Exchange for our support of the work-and-travel program for associates over the past three decades.





OUR ESG STRATEGY

Better FUN for a Better World





OUR VISION

To create better FUN for a better world.



The Cedar Fair vision conveys our intention to deliver better FUN in the context of a better world—one where our business grows sustainably, people and communities thrive, and our shared planet is protected. In 2022, we developed our comprehensive ESG strategy, “Better FUN for a Better World,” to help realize this vision. In fact, our ESG framework is embedded in what we call the “Soul of Cedar Fair”—the collective name for our vision, mission, purpose, essence, and values. Both our ESG framework and the Soul of Cedar Fair feature a core team to address specific initiatives alongside diverse stakeholders throughout the organization. Both directly support our vision and mission. And both contribute to our long-term business success.

For more about our ESG strategy development process, please see our [2022 ESG Strategy Report](#).

For more about our data collection and verification process, please see About Our Report [page 59](#).

For more about how our core values and cornerstones align with our Better FUN for a Better World framework, please see Who We Are [page 5](#).

But while the Soul of Cedar Fair drives both our company-wide vision and our ESG framework, the Better FUN for a Better World framework is implemented as a subset of the Soul of Cedar Fair. In turn, the ESG framework brings to life the Soul of Cedar Fair through five ESG pillars—safety, associate happiness, community, environment, and operations & governance—that reflect the kind of company we are at our core. Underpinning each pillar are aspirational goals, strategies, and tactics to achieve them. We have begun to collect data and establish baselines and metrics to track our progress against these aspirational goals. We also aim to establish quantitative, time-bound targets to track ongoing progress.

HOW OUR ESG STRATEGY SUPPORTS THE SOUL OF CEDAR FAIR



Our ESG Focus Areas

We have developed a phased approach, with the first phase, from 2021 through 2024, focused on four priorities:

- Identifying and implementing safety innovations
- Diverting waste at our parks
- Unifying our community giving under a consolidated approach and signature community cause
- Establishing ESG data collection and reporting systems

OUR ESG JOURNEY


1989  Waste recycling launched at Canada's Wonderland

1997  Aquatics risk management partnership began with Ellis and Associates

2010  LED lighting upgrades began at multiple parks

2014  Company-wide partnership began with *A Kid Again*, a charity for children with life-threatening conditions

 International Ride Training partnership launched


2015  Began national partnership with the American Red Cross

 Formation of Cedar Fair Charities

2016  Named Best Company in California and nationally for workers compensation care and service to employees from Workers Compensation Institute and California Compensation Institute

2018  Achieved zero waste at Canada's Wonderland

 Welcomed first class of students to the Cedar Fair Resort and Attraction Management bachelor's degree program in partnership with Bowling Green State University

2020  ESG strategy development started with internal engagement

 Began national partnership with Feeding America

2021  Soul of Cedar Fair framework developed to create a common culture across all properties

2022  Better FUN for a Better World, our ESG strategy, introduced

 Safety Grants Initiative launched to promote additional safety innovation

 All parks participated in the "World's Largest Swim Lesson" in partnership with the World Waterpark Association

 ESG Strategy Report published

2023  ESG data collection system implemented

 Environment & Sustainability Capital Request Program launched

 Second ESG report and updated ESG goals published

 Environment

 Safety

 Community

 Associate Happiness

 Operations & Governance



LOOKING AHEAD

Just as each and every one of us at Cedar Fair plays an important role in living the vision each day, we also must do our part to advance our Better FUN for a Better World strategy. Over the next few years, we will join forces at every amusement park, every water park, every hotel, and every restaurant to make life better, happier, and more FUN for our associates and guests. To achieve this, we plan to provide focused communication and engagement opportunities with associates around key aspects of our ESG strategy so they are aware of our goals and understand how they can contribute. It will take all of us working together to deliver on our vision of Better FUN for a Better World.

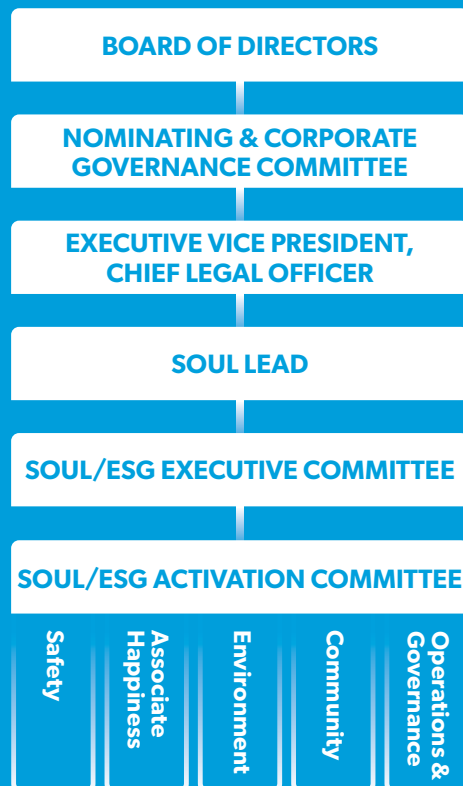
The next steps in our ESG strategy also include developing pillar-specific SMART goals (those that are specific, measurable, achievable, realistic, and time-bound) to support multiple business needs. Concurrent with SMART goal development, we anticipate further refining our ESG data tracking system to make sure we are fully leveraging its capabilities and meeting the needs of our operations and our stakeholders. We will also begin tracking progress against specific roadmaps and key performance indicators across our five ESG pillars.



OPERATIONS & GOVERNANCE

Integrity, Ethics, and Values





OPERATIONS & GOVERNANCE GOAL



Source 30% of our addressable spend from diverse suppliers and 100% of our spend on materials or ingredients that are third party certified or sustainable by 2035.

PROGRESS

ON TRACK

For many years, our parks have capably handled ESG issues at the local level. Our new ESG framework calls on collaboration among our parks and our corporate business functions as we work together on a broader, company-wide strategy and to continue embedding our ESG efforts in the Soul of Cedar Fair. A strong governance model facilitates this collaboration, increases communications, shares best practices, and provides for oversight by the Board of Directors and senior leadership. In addition, our Operations & Governance ESG pillar encompasses ethics and compliance, data privacy and security, and sustainable sourcing.

Our Approach

We've built a robust governance structure for our ESG strategy that starts at the top oversight by our Board of Directors, specifically the Nominating and Corporate Governance Committee, as well as the People, Culture & Compensation and Audit committees. In addition to committee oversight, the full Board is updated on ESG at least twice annually. ESG governance includes the direct involvement of our president and chief executive officer, with Cedar Fair's Executive Vice President, Chief Legal Officer and Corporate Secretary serving as executive sponsor of our ESG programs.

An ESG executive committee made up of senior management, ESG pillar leads, and a collaborative group of cross-functional experts oversees the implementation and integration of our Better FUN for a Better World framework. The ESG activation committee works hand in hand with park-level leadership and corporate functions to embed our ESG strategy throughout the organization. Park and corporate function leadership is accountable for ESG day-to-day in shared, cross-departmental responsibility. This governance approach aligns with our Soul of Cedar Fair resources and governance, with our five ESG pillars directly supporting our company vision, mission, purpose, essence, and values.

Ethics & Compliance

Our company was founded on integrity, ethics and strong values—attributes we honor to this day. For many years, Cedar Fair has required the highest standard of ethical and legal conduct of employees. Our [Code of Conduct and Ethics](#) details our expectations for compliance with all regulations and for ethical behavior at all times, guides associates in recognizing and dealing with ethical issues, and provides mechanisms for reporting unethical conduct. Additional governance commitments and requirements are codified in our [Corporate Governance Guidelines](#), our [Code of Regulations](#), and our [Partnership Agreement](#).

For more, please see [Corporate Governance](#) and [About Us](#).

Safeguarding Data Privacy and Security

In the normal course of business, we, or third parties on our behalf, collect business, guest and associate data. The integrity and protection of this data is critical, and our guests and associates have a high expectation that their personal information will be protected.

We take cybersecurity extremely seriously, starting at the top. Our Board of Directors' Audit Committee provides oversight for IT governance and controls, in particular cybersecurity, and monitors our implementation of a multi-year cyber strategy. We follow the National Institute of Standards and Technology (NIST) Framework, which enables us to compare ourselves against the industry and manage

dynamic cyber risks. Our Privacy Program Task Force, made up of Legal, Internal Audit, and Information Technology (IT) and Security, also regularly reviews our privacy policy and practices to stay abreast of emerging privacy laws and related data management concerns so we are prepared to comply with applicable new regulations.

In addition, our Technology Governance Committee oversees how we deploy technologies throughout our business. The committee reviews best practices and change management needs, and communicates with our parks as part of a company-wide approach. A network of executive champions helps to make sure our technology governance processes are implemented consistently across all Cedar Fair parks.

We do not sell guest data to third parties and only share data with our partners to provide a specific service to our guests. Our season pass holders and other guests, with whom we may communicate regarding renewals and other offerings, can opt out at any time on our website or through emails.

For more, please see our [Privacy Policy](#).



Transforming Our Digital Resources

Our ongoing shift away from traditional, paper-based processes to digital tools accelerated in 2022, as we continued leveraging technologies to drive business outcomes, remove friction from the guest experience and streamline park processes for our associates. Together, several new technology solutions are making operations and governance more efficient, saving time and money.

The highlight of our digital transformation is a new mobile app for associates. Ride operators and maintenance specialists at all parks now have access to a real-time digital platform that includes ride opening and closing checklists as well as equipment maintenance information and links to an improved training and documentation program. This not only eliminates paper and the need to store physical records, but also provides an electronic record of each activity, enabling maintenance specialists and managers to see ride status remotely and monitor the real-time performance of preventive maintenance checks.

In addition, the app can track potentially problematic equipment, which supports decision making for capital improvements as well as more efficient purchasing and increased equipment uptime. Furthermore, associates can update facility status and wait time for all rides, attractions, and restaurants, ensuring everyone has real-time information to provide to our guests, allowing them to plan their day more efficiently and maximize their time at our attractions.

Similarly, the Maintenance Connection platform, rolled out to all parks in 2022, allows operations and maintenance personnel to digitize routine ride and facility inspections, centralize work order procedures, and improve tracking of spare parts inventory across Cedar Fair parks. The centralized system provides a consistent approach to ride inspection points and work order procedures for similar rides at all parks, allowing management the visibility to monitor and identify areas of improvement to refine future processes and consistency. Now that each park's reactive work order system is active, and completion of ride inspection tasks is being documented electronically on tablets, Cedar Fair is on track to save more than 330,000 pieces of paper annually.

Associates in office locations and parks also can now access information to manage their performance goals, benefits, and payments through a new digital solution available on an office computer or on tablets in our parks. With all these new digital tools, associates have access to a growing suite of convenient embedded capabilities to be more efficient as they complete their daily tasks.



“As supply chain specialists, our procurement team has access to thousands of companies that do business with us, that we can influence to live our values. That’s the important contribution we can make to Cedar Fair’s broader ESG effort and one we can feel proud of.”

Seenu Sarma

**SENIOR VICE PRESIDENT AND
CHIEF PROCUREMENT OFFICER,
CEDAR FAIR**

SUSTAINABLE SOURCING

Cedar Fair and our parks procure goods and services from more than 8,500 suppliers—suppliers that can help us multiply the positive impacts of our ESG work by operating their own organizations more sustainably. Our Supplier Code of Ethics outlines our expectations of all Cedar Fair suppliers, from the smallest to the largest companies. And while we do not directly control supplier operations, we can influence them to live our values and embrace ESG strategies for mutual benefit.

Sourcing sustainably means integrating ESG factors into our supplier selection and engagement process. When we partner with companies that share our values and commitment to ESG, we can build even stronger long-term relationships and competitive advantage. A sustainable approach to sourcing also offers channels to better manage supply chain risks like potential supply disruptions and cost volatility.

2022 Sustainable Sourcing Initiatives

Of course, the path to improvement begins at home. Over the past two years, we have implemented several programs designed to leverage the scale of the Cedar Fair organization for greater efficiency and cost savings, add consistency in our supply chain through centralized procurement, and incorporate our values into our sourcing practices. Some of our recent initiatives include:

- **Supplier Code of Ethics** – Drawing from our core values—Integrity, Courtesy, Inclusiveness—as well as our cornerstones of Safety, Service and Cleanliness, the Supplier Code of Ethics details the compliance, governance, and other requirements of every Cedar Fair supplier.
- **Policies & Procedures Handbook** – Developed for our procurement team, this handbook guides sourcing company-wide for improved supply chain management, efficiency, and consistency, and is applicable to our corporate functions and all parks.
- **Supplier Certification** – This company-wide system includes an assessment of each potential supplier’s financial stability, risk profile, qualifications, and other factors by our corporate procurement team. It helps us avoid overlap among the different suppliers engaged by various parks to provide the same services, offers potential cost savings and can streamline the number of suppliers. The certification process also asks suppliers to share their own company values so we can assess alignment with ours as we continue integrating our values into the sourcing process.



Supplier Diversity and Inclusion

An inclusive procurement strategy can expand our base of potential suppliers and encourage competition, potentially leading to better product quality and lower costs. By providing us with more sourcing options, an inclusive approach may also help our supply chain become even more resilient and agile. In addition, it can yield societal benefits through economic opportunity for disadvantaged communities. Our supplier diversity and inclusion strategy includes three steps:

1. Measuring the current state through our new **supplier certification process**, which asks potential suppliers to provide their demographic information. This request is optional, and the information provided is never used for supplier selection.
2. Establishing a baseline and setting a target to **increase the percentage of diverse suppliers**.
3. Making sure we **include diverse suppliers in our sourcing activities** so they have opportunities to bid on relevant Cedar Fair contracts and have an equitable chance to win our business. Central to this is making sure our supplier pool is as diverse as possible so we can achieve the best decision for Cedar Fair from a large, diverse, and qualified cohort. To this end, we now include questions about diversity and sustainability in our requests for proposals and capture the feedback in our supplier certification database for future use.

Inclusive Marketing

Just as we are committed to diversity, equity, and inclusion (DEI) in our own operations, we are committed to responsible, truthful, inclusive marketing and advertising practices that mirror our guests and the communities they represent. As our guest base becomes increasingly diverse, so do our marketing communications, customized for park locations and the guests they serve. Ultimately, marketing comes down to our associates because the interaction between our guests and our front-line associates is our brand. When our associates reflect the diversity of our guests, when they are happy, and when their contributions are celebrated, these positive qualities carry through to our guests and positively influence our brand and reputation even more than our formal marketing campaigns.





LOOKING AHEAD

With our centralized procurement process structured to embed Cedar Fair's core values into our sourcing activities, we are well positioned to take the next steps toward more sustainable sourcing. In the coming year we will measure our current spend on diverse suppliers, which will serve as our baseline for monitoring progress, and will look to set a target. This work will eventually include creating a roadmap for increased diverse supplier engagement. Longer term, we will work to quantify our sourcing of certified or sustainable materials and ingredients, based on

our existing ethical sources of goods, foods and beverages, and develop a strategy to increase the quantity of such materials and ingredients.

We are also undertaking a guest-facing digital transformation, which will include a re-imagined mobile app for guests and solutions that will remove friction from guest interactions.





SAFETY

Building a Proactive and Integrated Safety Culture



SAFETY GOAL



Formalize the Cedar Fair Safety Model with an enhanced and elevated culture within the safety organization, driven by empowerment, investment in training, streamlined processes, and certifications for all associates by 2035.

PROGRESS

ON TRACK

Millions of guests enjoy our parks each year, and they expect the experience to be fun—full of thrilling rides, water slides, live entertainment, unique events, and delicious food. They also expect it to be safe. Behind the scenes at each of our amusement parks, water parks, sports destinations, hotels, and restaurants is a robust safety program. From ride operators and maintenance specialists to dedicated safety experts, all Cedar Fair associates are committed to ensuring a

safe experience for our guests. And in keeping with our longstanding commitment to workplace safety, we have implemented a variety of policies and programs to help ensure a safe environment for our associates as well as our guests. Safety has been the foundation of our success for decades, and our passion for safety is what fuels our ongoing commitment to continually evolve and improve our approach.

Our Approach – Proactive and Integrated Safety Culture

Every Cedar Fair park has highly trained safety representation. Company-wide, all of our safety programs comply with Occupational Safety and Health Administration (OSHA) requirements, and we strive to exceed OSHA requirements in the mandatory safety training and other resources we provide to all Cedar Fair park associates.

Our safety model is designed to foster a proactive, integrated safety culture. Key to achieving and maintaining this culture and its emphasis on associate accountability for safety, is conducting safety risk assessments implementing best practices, training, and credentialing our safety associates and assessing mitigation tactics.



We regularly evaluate and refine our safety processes and procedures by reviewing and updating our policies and procedures, providing associate training and reinforcement, testing and auditing, and reporting incidents and near misses for ongoing improvement. Together, these actions form the roadmap for best-in-class safety at all Cedar Fair parks.

When fully implemented, this standardized safety model will provide:

- Formalized and standardized processes across the organization regarding safety reporting and training, as well as consistency in tracking and reporting data
- Expanded investment to test innovation and roll out approved processes quickly
- Enhanced and integrated safety culture

2022 Safety Program Enhancements

In 2022, we advanced our progress through several key initiatives:

- **Safety Data System** – In addition to training all park associates on the safe handling of chemicals, from handwashing soaps to machine part washing compounds, we also provide them with convenient access to the safety data sheet (SDS) for each chemical—more than 15,000 in all. These sheets are now available online at all times should associates seek a reminder of the proper chemical handling and any required personal protective equipment.

- **Safety Grants Initiative** – This supplemental source of funding for safety-related innovations, training, and equipment encourages associates to identify new ways to provide even higher levels of guest and associate safety.
- **Streamlined Data Systems** – Historically, safety data has been recorded in separate systems, owing to our growth and the addition of new parks over our long history. In 2022, we began exploring ways to streamline these into a single, customized system that will facilitate training and access to better data and operational insights.
- **Improved Training** – We also began developing improved training for associates, both full-time and seasonal, whether new or existing associates. This includes bringing to life our safety policies through interactive e-learning, in addition to our required safety training for every new park employee at onboarding, as well as role-specific training and ongoing safety education opportunities for existing associates.

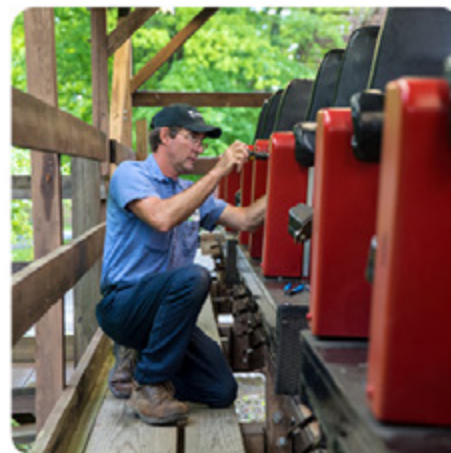
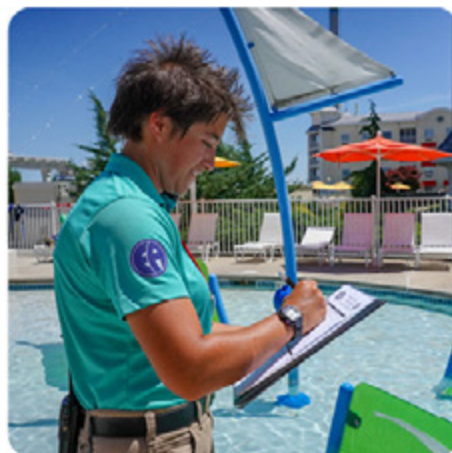


2022 SAFETY GRANTS

61 grant requests

13 projects funded

9 projects completed



GRANTS DRIVE INNOVATIONS IN SAFETY

Our Safety Grant Initiative, launched in 2022, provides a channel for associates and parks to propose innovative ideas that promote a proactive integrated safety culture across the company. Already, the program has identified and committed funds to 13 initiatives that go above and beyond our existing stringent safety programs to help us scale safety insights system-wide, accelerate standardization, and tap into local park interest in enhancing their safety initiatives.

Notably, grants are open to ideas by every associate at every park and in every function, from food, rides, and entertainment to accommodations. A committee carefully reviews each grant proposal, and the selected initiatives are celebrated through the company for awareness raising and engagement in our integrated safety culture.

**LUCAS® is a registered trademark of Stryker Corporation. TerrAdaptor™ is a trademark of Harken, Incorporated.*

Just a few of the initiatives selected for the first round of Safety Grants include:

- The life-saving LUCAS® 3 Chest Compression System, acquired by Kings Island and Cedar Point.*
- The TerrAdaptor™ acquired by Carowinds for confined-space entry and rescue.*
- The water slide dispatch system at Schlitterbahn Galveston which is a red light/green light system by Launch Logic that uses sensors to ensure guests can safely exit before the next guest comes down the slide. It also monitors water flow and will send an alarm to a manager should it detect an issue.



"From a safety standpoint, the drone eliminates us from having to manage the risk of sending associates into areas that would require working at heights."

Mike Hazelton

FACILITIES MANAGER,
CANADA'S WONDERLAND



Drone Makes Aerial Inspections Easier, Safer and Faster at Canada's Wonderland

Canada's Wonderland is using a new drone to help inspect its rides, roofs and other structures that are difficult to reach or would require someone to climb or use an aerial lift. Because the drone can be deployed quickly, a primary ride or structure inspection can be completed in minutes with minimal setup or risk to associates. The park's technical team and other experts then review the footage to assess the equipment. Because it is so convenient and safe to use, the drone makes it easier to increase inspection frequency. It can also perform precise 2D and 3D mapping and aerial photogrammetry, which will help with space planning over time.

Safer Wave Pool Entry and Exit

Where there's water, there's a chance for slipping. Michigan's Adventure installed padded, slip-resistant tiles that provide safer entry and exit for guests. With the help of a Safety Grant, the park installed Life Floor® tiles, a padded and slip-resistant product, to help protect guests as they go into and out of the water at each wave pool.

**Life Floor® is a registered trademark of MNY Group, LLC.*



Tracking Safety Performance

Throughout Cedar Fair, our safety standards and requirements are consistent even though each park is unique. Safety performance data is tracked on a dashboard that allows us to monitor both guest and associate safety at each park and take action quickly if incidents or near misses tick up at a given location.

Park Security and Emergency Preparedness

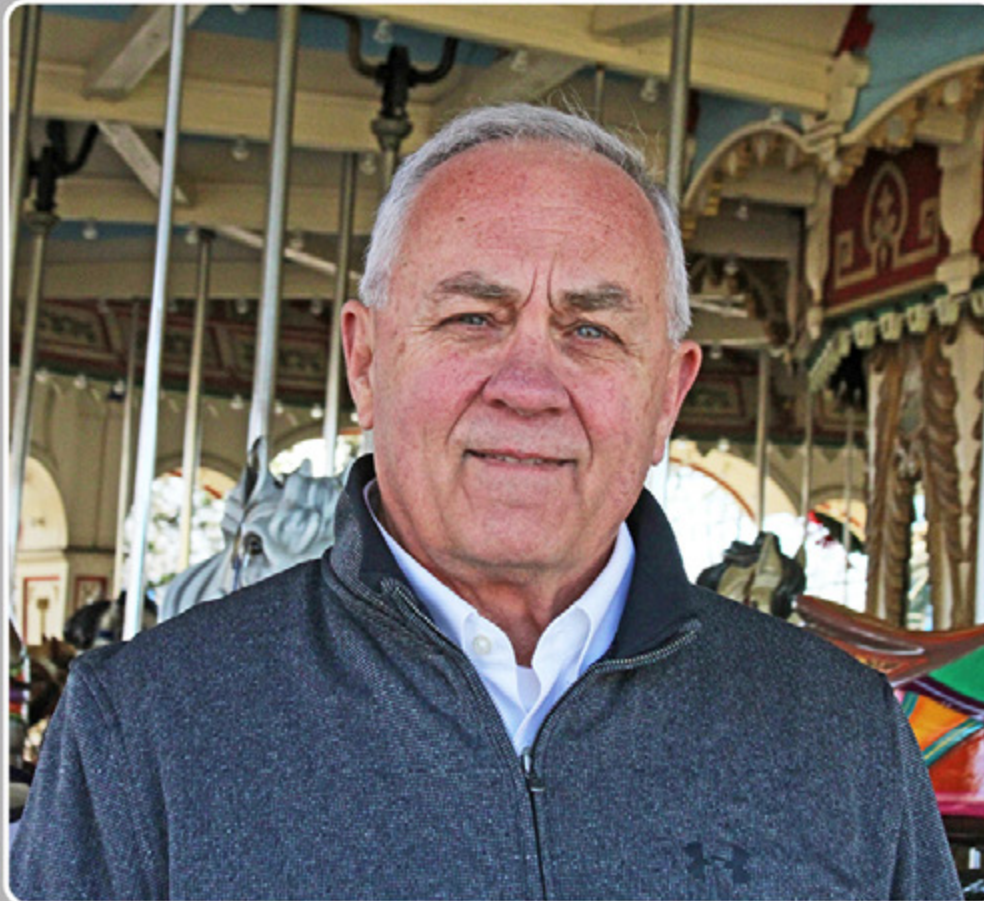
Each Cedar Fair property must assess, train and practice its emergency action plan. In addition, each of our properties completes at least two tabletop drills annually. All parks also complete customized operational plans for special events and holidays that include staffing levels, public safety support levels, intelligence bulletins and historical reviews, among other topics.

In addition, each property's emergency action plan leader meets with the general manager to review a variety of potential safety and security incidents and discuss readiness for handling that type of situation. Security and emergency management leadership meetings are held twice per month to discuss safety and security, including peer reviews of any incidents.

External Reviews and Training

Reviews of our Security & Emergency Management program by external organizations add another layer of knowledge and protection. Each park has undergone an assessment by the U.S. Department of Homeland Security as well as training on de-escalation and aggressive behavior management strategies, defensive tactics, and other security techniques to help keep guests and associates safe.





“Managing large crowds, making sure guests enjoy our attractions safely, and addressing unexpected events are all in a day’s work for our park security teams. Not only are they committed to the safety and security of everyone who comes through our gates, but they’re also highly trained in emergency readiness and incident response. Whether a guest needs to visit one of our first aid stations or we have to evacuate an entire park due to a storm or fire, our safety and security associates are prepared to handle any situation.”

Jerry Niederhelman

CORPORATE DIRECTOR, SECURITY





LOOKING AHEAD

As we continue evolving our best-in-class safety model, we will finish developing a central repository of policies, safety data and other information. We are working toward a system that can track incidents, monitor total case incident rate and other metrics, document stop orders, and provide other real-time information. We also plan to launch our safety associate certification program, identifying minimum standards for every park and building on our existing safety training to potentially include additional external training resources.

At the same time, we look forward to funding additional safety grants with the potential to bring even more innovation to our safety program for associates and guests. Additionally, we will make funding available for parks to replicate successful safety grant programs implemented by their peers.

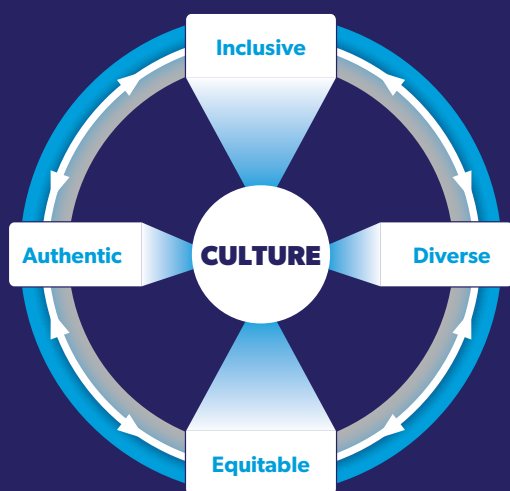


ASSOCIATE HAPPINESS

Cultivating a Sense of Belonging in Every Associate



ASSOCIATE HAPPINESS PILLAR STRATEGY



ASSOCIATE HAPPINESS GOAL



Deliver an outstanding guest experience through enhanced associate experience, bolstered by an equitable, diverse and inclusive work environment.

PROGRESS

ON TRACK

Maintain a 40% seasonal rehire rate.

PROGRESS

ON TRACK

Achieve top quartile in associate experience benchmarked against industry by 2035.

PROGRESS

EARLY STAGE

An authentic, diverse, equitable, and inclusive culture form the heart of our approach to the daily experience of our associates, whether seasonal employees or long-time team members. We know that when people feel heard, seen, and respected, individual and organizational performance elevates. Every day, in every role, across our organization, we want our associates to connect with our company purpose—to make people happy. At the same time, we want them to feel included and appreciated, all in a culture that values not only their contributions, but who they are as unique and diverse individuals.

Our Approach

Cedar Fair's Associate Happiness Model frames our efforts to provide a positive associate experience. The model's components—authenticity, diversity, equity, and inclusion—work together to achieve our vision of a positive associate experience and a truly supportive

workplace. Underpinning this approach is a set of strategies and actions designed to deliver on our vision and achieve our goals:

- Implement a robust associate experience, listening, and action planning program for full time, part-time, and seasonal staff.
- Launch a goal setting and performance management process that fosters a high-performance culture and bolsters pay-for-performance.
- Create and execute a DEI strategy.
- Design and deliver benefit programs to support the DEI strategy.
- Build pay structures, policies and practices to further enable pay equity.
- Guide the Associate Happiness pillar strategy of our ESG framework.



"For all our associates, regardless of location, the need to belong is universal. We aim to foster belonging through consistent practices that can be effective at any of our parks. In turn, this will create an even happier and more authentic associate experience, enhance the guest experience, and ultimately strengthen our business."

Monica Sauls

**SENIOR VICE PRESIDENT AND
CHIEF HUMAN RESOURCES OFFICER**



Listening to Our Associates and Our Guests

In 2023, we conducted an associate experience assessment to gain awareness about how our associates experience the work environment as it relates to diversity, equity, and inclusion, engagement, performance, and accountability. Following this pilot assessment with full-time, part-time, and seasonal associates at three parks—Carowinds, Worlds of Fun and Knott's Berry Farm—we will develop a plan to scale across all parks. The assessment will enable management to address any gaps in these areas and duplicate best practices across parks for an outstanding associate and guest experience.

We are also working to identify ways we can further improve the day-to-day experience of Cedar Fair associates so they can deliver an even better guest experience. In 2023, we launched a guest experience assessment to identify correlations between associate belonging and the guest experience. The goal is to pinpoint the actions that influence associate happiness and implement them companywide, in turn creating even better experiences for our guests.



OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

As a company that welcomes millions of guests to our parks annually, Cedar Fair Entertainment is committed to fostering a workplace culture in which diversity, equity, and inclusion are embraced and promoted. We strive to create a sense of belonging, where our associates and guests are treated with respect and made to feel welcome. We aim to create a culture where our differences are celebrated, recognizing that the best ideas are born from opportunity and that each of us can contribute meaningfully when included in the conversation.

REFINING OUR DIVERSITY, EQUITY, AND INCLUSION STRATEGY

Our DEI vision is to create, foster and promote an environment that celebrates, values and respects what each individual brings to our company and community from day one. We're taking a number of steps to

expand our culture with an emphasis on DEI to achieve this vision and make sure our associates feel they belong and are heard, seen, and respected.

DEI Strategic Plan

Our enterprise-wide, 3-year DEI strategic plan and roadmap include four priorities:

1. **Be an Equal Opportunity Employer** – We will maintain our standing as an equal opportunity employer.
2. **Build an Inclusive Work Environment** – We are strengthening our ability to attract top talent that reflects the diversity of our communities and to provide an inclusive associate experience.
3. **Develop and Take Care of People** – We aim to advance and increase DEI literacy among existing leaders, while cultivating the next generation of leaders.
4. **Accelerate DEI into Succession Planning** – We aim to expand DEI into practices that accelerate promotions throughout the succession pipeline at our parks and corporate offices.

In 2022 we took a number of steps to advance progress:

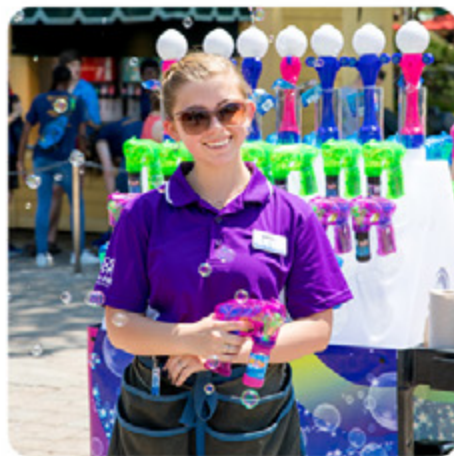
- Introduced inclusion into our Core Values.
- Implemented an awareness month program.
- Expanded our recruiting reach through diversity-focused websites and began working with the DirectEmployers Association to make sure our digital postings reach the diversity job boards.
- Revised our Equal Employment Opportunity statement to include natural hair in response to the Crown Act, while also expanding and modernizing our appearance standards.
- Offered the ability for associates to display their desired pronoun on their name tag.
- Launched DEI training programs and trained over 5,500 full- and part-time associates, including seasonal associates, to enhance both our associate and our guest experience.

For information about the makeup of our Board of Directors, compensation, and related topics, please see our [proxy](#).



AWARENESS MONTHS

In 2022 we recognized and celebrated six awareness months: Black History, Women's History, Autism Awareness, Pride, Asian and Pacific Islander Heritage, and LatinX Heritage. We are looking to extend this to a 12-month awareness program, which would expand our company-wide celebration of the many different cultures, attributes, interests, and identities at Cedar Fair beyond the designated months.



Maintaining a Supportive, High-Performance Culture

Each of our beloved parks has a different culture, owing to its unique history, location and communities served. As we continue evolving our organization to execute our ESG strategy, advance our DEI work, and grow our business to meet the needs of today's guests, we want to protect the qualities that make each park so special. At the same time, we want to make sure that each associate, regardless of location and job function, enjoys the same cultural foundation, which may involve updating our culture to meet the expectations of newer generations while honoring the needs of long-time associates.

We are also addressing other principles that affect associate happiness, including performance management, understanding expectations and direct communication between an associate and their supervisor about career goals. Performance Partnerships, Cedar Fair's new performance management process, helps to align goals, facilitate two-way dialogue and provide accountability for achieving results.

For information about our programs to keep associates safe at work, please see Safety [page 21](#).





Recognizing Excellence and Commitment

A variety of associate recognition and reward programs recognize their superior performance, commitment, and dedication to our shared success.

- The **Purpose Award** recognizes talented associates who have demonstrated their commitment to making people happy. In 2022, the inaugural year, more than 700 associates were nominated for this honor.
- The **Soul Award**, also launched in 2022, recognizes exemplary performance that reflects our vision, mission, values, purpose, and the Soul of Cedar Fair. The highest achievement award at Cedar Fair, the Soul Award was presented to a total of six valued associates in 2022 and 2023, all drawn from winners of the Purpose Award.
- The **Values Award** recognition program honors associates—whether full-time, part-time or seasonal—for their dedication and commitment to our Cornerstone Values and Core Values, and to the success of Cedar Fair.
- **Commitment to Fun Program:** Building on the service recognition programs of our parks, we recently launched a unified program to honor associates for their years of service, regardless of job role or location.
- **Maintenance Appreciation Week:** Launched in 2022, Maintenance Appreciation Week spotlights maintenance associates through a variety of celebrations.





43% of seasonal associates return to work with us for more than one season*

**Includes data from spring, summer, and fall 2023*

Essential Training for All Associates

Park associates participate in a variety of training when they join, giving them the foundation they need for a happy and successful summer—or long-term career—with us. In 2022, we improved onboarding by streamlining required courses like Orientation to the Park, General Safety, DEI, Understanding Different Abilities, Anti-Harassment, and Fun Time Training, as well as park-specific learning and state-specific training.

All ride operators must complete mandatory ride training aligned with International Ride Operator Certification (iROC), while lifeguards complete the Ellis International Lifeguard Training Program (ILTP). In addition, all food and beverage associates participate in ServSafe certification through the National Restaurant Association. Of course, new corporate employees also complete the required courses that are not related to parks, and our new learning management system helps to track course offerings and completion for both permanent and seasonal associates.

3,000+
students from many countries
hosted at Cedar Fair parks in
2022 through our partnership
with CIEE, a study abroad
organization that has placed
students with us since 2007

Continued Development and Upskilling

Jobs at Cedar Fair and our parks provide real-world experience, opportunities to develop new skills and satisfying careers. We believe in promoting from within and helping associates build the qualifications needed to advance in their role and their careers. A variety of training programs and a suite of LinkedIn Learning courses provide associates with the education and experience needed to build meaningful skills and advance their careers. Each month, we offer our full-time associates LinkedIn Learning campaigns that cover a topic they want to learn more about and that reflect a heritage month.

In addition, supervisors work with associates on individual learning plans that support career development. While this was previously done by individual parks, we now have a consistent, company-wide approach to helping park associates fill gaps in their desired career skills.

To further support associates in reaching their career goals, we have partnered with the Erie County Community Foundation to administer two of our scholarship programs, with five scholarships available each year to associates, their spouses and children, and 30 additional scholarships available to Cedar Fair Resort and Attraction Management (RAAM) students.

For more about our development programs and benefits, please see [Careers](#).



\$170,600
in scholarships
awarded to Cedar Fair
associates in 2022



Earning a Degree through Real-World Experience

The Cedar Fair RAAM educational partnership with Bowling Green State University (BGSU) is the first of its kind to offer a RAAM Bachelor of Science degree. BGSU facilitates the program and Cedar Fair provides paid, customizable co-ops in more than 20 different departments at Cedar Fair parks. The first cohort graduated in 2022, ready for rewarding positions in the hospitality industry. In 2023, the RAAM program became available online, expanding our ability to reach more students and integrate all of our parks into the co-op experience. By the end of 2024, Cedar Fair will have invested \$14 million in the program.

Degree Support for Active Duty Military and Veterans

Cedar Fair has teamed up with American Military University and American Public University, which have strong track records of helping students in the hospitality industry through degrees and certificates in culinary and food service management, restaurant operations, security management, IT programs, and others. This higher education opportunity allows Cedar Fair associates to diversify their skills, strengthen leadership capacity, develop guest service strategies, and meet other learning goals. The fully online degree program offers significant discounts and funding to active and veteran service members and the program is also available to non-military Cedar Fair associates through our partnership with American Public University.

Upskilling in Key Trades – Maintenance Scholarships and Apprenticeships

Cedar Fair maintenance associates can receive scholarships under a new program aimed at advancing their education and training. Scholarships are available to full- or part-time Cedar Fair maintenance associates who are enrolled in a vocational training program with a focus on advancing their knowledge and skills.* Our passion for giving associates a path to learn new trades and enhance their skills also takes shape through apprenticeships in important roles such as ride mechanic, plumber, HVAC specialist, and electrician. In 2022, maintenance associates received scholarships totaling \$22,000.

**Scholarship recipients must have worked for the company at least 12 months and be in good performance standing.*





LOOKING AHEAD

We plan to develop detailed action plans based on our initial associate and guest experience assessments that identify the right tactics to build an even more inclusive and authentic work environment at Cedar Fair. This could include additional initiatives for associates to feel heard, seen, and respected; updates to our leadership development curriculum; policies and practices to further enable pay equity; enhancements to the candidate experience to help attract a quality, diverse pool of prospective associates; and consistency in human resources practices across all our properties.

Importantly, we will finalize our DEI strategy and align it with our broader business. This will include strengthening our connections with Historically Black Colleges and Universities, Tribal Colleges and Universities, and Hispanic Serving Institutions, partnering with them as we already do with American Military University for our veteran recruiting and scholarship programs. We also plan to begin building a process for assessing guest sentiment about the company's employment brand, including DEI.



ENVIRONMENT

Optimizing Operations for Environmental Efficiency



ENVIRONMENT GOAL



Commit to take focused, meaningful and sustainable action to reduce our environmental footprint to ensure a Better World for our associates and guests.



PROGRESS

EARLY STAGE

Our Approach

Effectively managing our environmental impacts contributes to our business success, to the enjoyment of our guests and to the happiness of our associates. It provides opportunities to improve efficiency and streamline operations, reduce costs, and be a good neighbor to the communities where we operate.

Our environmental strategy has four priorities: increase energy efficiency, reduce greenhouse gases,

increase water efficiency, and reduce waste. Among these, we have further prioritized energy efficiency and waste reduction because of their potential for significant short- and long-term positive impacts on the environment, costs, and guest experience.

SOUL ENVIRONMENTAL STRATEGY

OUR ENVIRONMENTAL PRIORITIES

- 1 **INCREASE** energy efficiency
- 2 **REDUCE** greenhouse gases
- 3 **INCREASE** water efficiency
- 4 **REDUCE** landfill waste

ACTIONS

- ✓ Park-by-park survey of environmental management initiatives
- ✓ Waste and energy studies
- ✓ Pilot tests of best practices
- ✓ Environment & Sustainability Capital Request Program
- ✓ Environment performance baselines

OUTCOMES

- ✓ Environmental protection and efficiency
- ✓ Cost savings
- ✓ Improved guest experience

Environmental Program Enhancements

A park-by-park infrastructure inventory allowed us to identify opportunities for operational changes and increased efficiency and operating cost savings. Many of the investments identified—more efficient heating, ventilation, and air conditioning (HVAC) units, light emitting diode (LED) technology installation, use of electric golf carts, water-saving filtration solutions,

additional recycling, and further transitions to variable frequency drive motors and pumps—are already part of our ongoing capital investment strategy. The results of this survey helped us to launch a variety of initiatives to optimize efficiency in energy, emissions, water and waste.

Environmental Initiatives – Progress Highlights

Complete park-by-park **environmental inventory**; **environmental capital projects** underway.

COMPLETE

Establish teams for **waste, greenhouse gas reduction, energy, water conservation, and new construction**; identify best practices.

COMPLETE

Collect 80% of **environmental data** from parks on past conservation and efficiency projects.

COMPLETE

Develop **Environment & Sustainability Capital Request** Program.

COMPLETE

Conduct **energy study** at Dorney Park.

COMPLETE

Conduct **waste studies** at Dorney Park, Carowinds, and Knott's Berry Farm.

COMPLETE

Establish **baselines** for energy, emissions, water, and waste.

IN PROCESS

Develop 2023 **environmental capital grant** requests.

IN PROCESS

Minimize paper use through ongoing transition to digital forms and checklists, rightsizing copiers, and digital banks for associate and hotel guest keys.

IN PROCESS

Leverage our energy efficiency study to install more **LED lighting** and implement **energy management systems**.

IN PROCESS

Gather **environmental data** from remaining parks on past conservation and efficiency projects.

IN PROCESS

Pilot waste diversion guidelines and best practices at Knott's Berry Farm.

IN PROCESS

Identify and scale additional **water efficiency opportunities**, such as retention ponds for irrigation and regenerative filtration systems for water rides and features.

IN PROCESS

Develop **new construction design criteria** and standards to enhance consistency, environmental benefits, and cost efficiency.

IN PROCESS

Work with architects to develop design criteria and specifications for **construction waste** on new projects, including waste diversion guidelines.

IN PROCESS



"Every part of our park has to be well-lit to make sure guests and associates are safe.

Our Maintenance team has been busy replacing some of our traditional lighting systems with LED lights in walkways, food buildings, restrooms, offices and other areas, not only giving us the brightness we need for safety, but also saving electricity. They've also implemented energy management systems to control indoor, outdoor, parking lot, and theater lighting to help optimize energy use."

Richard Ewing

**PARK SERVICES MANAGER,
CANADA'S WONDERLAND**



Environment & Sustainability Capital Request Program

Our Environment & Sustainability Capital Request Program, launched in 2023, is uncovering forward-looking opportunities to address our environmental priorities through the innovative ideas of our associates throughout Cedar Fair. The program encourages individuals and parks to propose solutions that advance progress on our environmental

commitments, with a total of \$2 million earmarked for projects that offer measurable environmental or financial benefits in energy use, renewable energy, water efficiency, GHG emissions, and waste reduction or recycling. Examples could include solar shade structures, water efficient fixtures in restrooms, or unique solutions to expand recycling.

REDUCING ENERGY USE AND EMISSIONS

How do we maximize energy efficiency, reduce energy use, lower emissions, and work toward becoming energy neutral? It begins with a detailed assessment of our current energy use patterns. Starting at one location, Dorney Park, we reviewed energy efficiency opportunities, looking closely at our utility usage. Then we began scaling the insights to other parks, developing guidelines on best practices, implementing more LED lighting, installing energy management systems and evaluating other opportunities for efficiency and cost savings.

In 2021 we began collecting energy use data from all parks, a task made challenging by the fact that some of our parks have more than 100 electricity meters, each installed over the years as parks grew and rides were added. The data is being captured and analyzed in a consolidated ESG metrics database so we can establish baseline energy use and emissions, and track progress year over year.





Total Load Control Energy Management Systems Boost Efficiency

Implemented in 2022, a state-of-the-art energy management system controls all energy loads at Knott's Berry Farm. Heating and cooling, lighting, refrigerators and freezers, water fountains, background music, special event features, and other equipment is now monitored and controlled centrally, delivering energy efficiency and reducing associate time. The system enables park operators to program equipment and lighting based on operating hours, automatically turn on and off lighting, and modify lighting for special events, eliminating the need for operators to manually control lighting systems each day. Occupancy settings further boost efficiency by preventing lights from turning on if no one is present. The system also provides a more efficient way to monitor food safety and reduce food waste by alerting operators immediately if a refrigerator or freezer has exceeded a predetermined temperature.

For enhanced safety and security, the flexible energy management system also allows operators to quickly

override the programmed lighting systems through a convenient touch screen when needed, such as in an emergency where bright lighting is required in a specific area or throughout the park. Similarly, lights can be turned on for a single zone at a time during overnight park cleaning, avoiding the need to illuminate the entire park.

All Cedar Fair parks have components and systems in place to improve energy use, but to different degrees, and we plan to implement more comprehensive energy management approaches across all our facilities as we continue evolving our building standards and encompassing more energy-related automation. For instance, Carowinds and Kings Island have systems similar to the one at Knott's Berry Farm. Because these and other systems are easily expandable, parks can integrate new lighting systems, restaurants, buildings, and other features as the property is updated or expanded.

© 2023 Dale Earnhardt, Inc. Intimidator® 305 takes its name from Dale Earnhardt, "the Intimidator".



USING WATER RESPONSIBLY

All of our parks, and especially our water parks and water attractions, depend on a reliable supply of safe, clean water to deliver the experience our guests expect.

Our water management approach seeks opportunities for efficiency at every turn. For instance, we have begun using retention ponds for landscape irrigation and regenerative filtration systems at our water parks that improve water efficiency in the backwashing step. Water used for backwashing cannot be safely recycled and is discharged to the sanitary sewer, but the regenerative filtration system requires backwashing less frequently, saving water during the process. In 2022, we also began water filtration updates at Schlitterbahn.



10 of our 13 parks
use water- and energy-
saving regenerative
filtration systems

UP TO 90%
less water needed for
regenerative filtration
compared to traditional
sand filters





REDUCING WASTE

Our approach to reducing waste to landfills includes both waste minimization and recycling to divert single-stream waste from landfills. We are developing a company-wide waste reduction strategy that would include both guest-facing and associate-facing recycling initiatives.

In 2022, we completed waste reduction studies at Carowinds and Knott's Berry Farm, which identified best practices in waste minimization and diversion we can implement at these and other parks. Although we are developing plans for some of these approaches, we know that successful waste reduction, sorting, and recycling will require new equipment and consistent

guest participation. In addition, we have identified limits to the available recycling resources and infrastructure, including a lack of recycling facilities in some areas.

We are exploring the landscape of recycling opportunities and constraints near all our parks to determine where we can make our biggest positive impacts by recycling the highest volumes of waste as cost efficiently as possible. We are also looking into the most effective ways to engage guests in depositing waste in the correct recycling containers—something that is not top of mind for many guests when they are focused on having fun.



Zero Waste at Canada's Wonderland

Canada's Wonderland operates as a zero-waste facility. All waste collected in the park gets recycled or incinerated to generate electricity without emissions, providing the electrical grid with a source of energy, saving landfill space, and eliminating landfill disposal costs. The program tracks the volume of organics, glass, cans, cardboard, concrete, asphalt, wood,

metal, and brush diverted from landfills. The current cost of waste incineration in the U.S. has so far prevented us from replicating this program at our U.S. facilities, but we continue to closely monitor the market and look for additional waste to divert waste from landfills.

CANADA'S WONDERLAND Generating Energy from Waste – 2022

Waste used in energy recovery	1,185 metric tons
Total waste recycled	747 metric tons
Electricity generated and sold to the grid	175,329 Kilowatt hours (KWh)
GHGs avoided	3,080 metric tons of carbon dioxide equivalents (mtCO ₂ e)
Landfill space saved	948 m ³

Additional Environmental Benefits – 2022 *Based on Fiber / Wood / Metal Commodities**

Landfill space saved	595 m ³
Mature trees saved	3,455 trees
Oil saved	345,741 liters
Gasoline saved	17,896 liters
Water saved	5,227,276 liters
Electricity saved	808,877 KWh, equivalent to the average electricity used by 76 American homes in one year**

* Source of benefits per ton of scrap metal recycled: Institute of Scrap Recycling Industries, Swiss Federal Office of Environment. Source of benefits per metric ton of cardboard and paper recycled: U.S. Environmental Protection Agency. Source of benefits per metric ton of pallets recycled: Gaylord Corporation.

**Per the U.S. Environmental Protection Agency, the average annual electricity consumption for an American household in 2021 was 10,632 kWh. The number of American homes is determined by dividing the amount of electricity saved by 10,632 kWh.



Saving More than 4.3 Million Sheets of Paper Each Year

Digital Inspections, Optimized Printing, Digital Key Access

Park maintenance and operations departments recently shifted from paper-based checklists to a digital, tablet-based system for ride inspections, saving more than 2,000 sheets of paper each operating day across all of our parks—more than 330,000 sheets of paper annually.*

We also rightsized our fleet of copiers and printers, while introducing software that reduces use of electricity, inks, and paper, saving an estimated:

- 4 million sheets of paper
- 41,600 pounds (19 metric tons) of paper
- 480 trees
- 231,030 kWh of electricity
- 3,200 pounds (1.5 metric tons) of solid waste

An innovative system for tracking the use and safe return of associate access keys at Cedar Point's Hotel Breakers is also saving paper. New digital key dispensing banks allow all keys used by associates to be tracked, eliminating paper, and streamlining how keys are signed in and out for the hotel's food locations, housekeeping, shuttle bus and more.

**Based on 2,144 operating days in 2022.*

CONSTRUCTING NEW PROJECTS

Our parks are like small cities, complete with a variety of vehicle roads, pedestrian paths, and parking areas, as well as diverse building types, unique rides and other attractions, restaurants, accommodations, offices, and extensive supporting infrastructure. To make sure they are built with environmentally friendly materials and equipment and that they operate efficiently, we are developing new construction standards and guidelines.

When finalized, the construction master plans and specifications for equipment, buildings, and other infrastructure, will incorporate consistent standards designed to deliver environmental benefits and cost efficiency at all Cedar Fair facilities.



LOOKING AHEAD

We will establish performance baselines for tracking energy, emissions, water and waste improvements, followed by SMART targets and roadmaps for our priority environmental issues. At the same time, we will find new ways to engage our associates in this ongoing change management process as we evolve from traditional approaches to streamlined procedures and digital solutions that can boost efficiency. The new Environment & Sustainability Capital Request Program is central to this engagement. And our in-progress construction guidelines and specifications will deliver greater consistency and environmental benefits in new construction and facility upgrades.

With respect to waste management, we are making progress on a company-wide waste diversion program modeled in part after the zero waste program at Canada's Wonderland and drawing from a pilot study at Knott's Berry Farm. Work includes determining

which practices will deliver the highest rates of waste diversion from landfill so they can be adapted to use at our other parks. Importantly, we are also looking for ways to address the market-based challenges in recycling resources and infrastructure, as well as ways to make it more convenient for guests to participate in our recycling programs.

We are also evaluating opportunities to offer electric vehicle (EV) charging stations at our parks in response to growing interest and feedback from guests, and as part of our continued commitment to sustainability. We have been surveying our properties to understand the scope of work needed and anticipated demand, with an eye toward installing EV stations in the coming year. We expect that Carowinds will be the first park to offer EV stations in 2024, with other parks to follow in 2024 and 2025.



COMMUNITY

Increasing Positive Impacts through a Unified Approach





COMMUNITY GOAL



Further enhance the impact of Cedar Fair Charities in our communities by annually increasing our hours of volunteer service, direct cash donations, in-kind donations, and fundraising for local and national charities.

PROGRESS

ON TRACK

Our Approach

Our parks are vital economic hubs for the communities they serve. They employ thousands of people each year, support local suppliers and provide unwavering community support. Through ticket donations, food drives, fundraising walks, other philanthropy, and volunteering, Cedar Fair parks give back to the communities they serve. Our associates also generously contribute through leadership roles on non-profit boards and community development associations, and as partners with local governments.

In addition to this valuable park-based giving, we aim to amplify our positive community impacts through a unified giving approach that provides parks with additional direction and resources for greater consistency and impact company-wide. We are also working to identify a signature cause that further unites our community giving.



SOUL COMMUNITY STRATEGY



MAKE PEOPLE HAPPY

by enriching the lives of families and children in the communities we serve

CEDAR FAIR SIGNATURE CAUSE

Align giving and volunteering with a cause aligned with health, well-being and happiness



CEDAR FAIR PARKS

- Support individual causes in our communities
- Increase cash and in-kind donations
- Engage park associates in local and company-wide giving and volunteering campaigns

OUTCOMES

- Increase support in our communities that align with health, well-being and happiness
- Increased volunteering opportunities
- Centralized tracking of giving, volunteering and associate leadership in non-profits



MAKE PEOPLE HAPPY

by Enriching the Lives
of Families and Children
in the Communities
We Serve

Cedar Fair Charities Inc. Mission

Cedar Fair Charities Inc.

In 2014, we created Cedar Fair Charities Inc. (CFCI) to support community partnerships and ticket donations, with Cedar Fair covering all administrative costs so that donations directly benefit charitable organizations and community members. Today, CFCI is the central organization in our unified community support and associate engagement strategy, and closely aligned with our company mission. Cedar Fair parks continue supporting individual causes important to their local communities, while also participating in broader giving and volunteering campaigns designed to achieve our shared CFCI mission.

Since its inception, CFCI has directed more than \$128 million to charitable giving. CFCI receives funding through the Automatic Roundup Program at park cash registers—which in 2022 replaced the earlier Coin Box Collection Program—through ticket-based donations, and through supplier participation. Future plans include an associate payroll deduction option to make it easier for associates to donate.



OUR COMMUNITY GIVING

2022 CFCI and Park Giving

\$5.3 million

Direct cash and in-kind donations
from parks to non-profit causes

\$7

MILLION

Total CFCI donation value
tickets, catering,
cash donations

~\$80,000

Donations raised through
park round up programs

3,500+

Causes supported (estimated)

~74,000

Free park admissions

National Support

~\$3.1
MILLION

Total national donations

~\$1.6 million

A Kid Again*

~\$1.5 million

American Red Cross**

~\$62,000

Feeding America***

* Admissions, picnics, cash, and other donations from several parks and CFCI

** Tickets from CFCI

*** Cash donations from virtual food drive



Updated and United Community Program

We are updating and focusing our community program on three main areas of support: education, health and well-being, and happiness. Education is a key business focus for us, especially with respect to training for trade professions and upskilling our workforce. It also enriches the communities we serve through job training and career opportunities. Our commitment to health and well-being reflects our deep care for the health and wellness of our associates, the children and families who visit our parks, and the communities where we operate. And of course, happiness is central to our company purpose, mission and vision as a world-class purveyor of fun.

The company-wide signature cause we adopt will align with one or more of these three focus areas—education, health and well-being, and happiness—further uniting our charitable efforts and enhancing positive impacts at all our parks. Planning is also underway for a centralized database system to record donations, fundraising, volunteering, and associate leadership positions in non-profit organizations. In addition to tracking volunteering activities and hours, the system will allow associates to see available volunteering opportunities, making it easier for them to directly help the causes they care about most.

For more about our support of associate education, including learning and development scholarships, please see Associate Happiness [page 29](#).





NATIONAL PARTNERSHIPS SUPPORT HEALTH, WELL-BEING, AND FUN

Fighting Hunger with Feeding America

Since 2020, CFCI has raised money to address hunger issues in the communities where we operate, some of which rely heavily on tourism and were disproportionately affected by the pandemic. We conducted an online fundraising campaign specially designed to address hunger, with 100% of the collections returning to those communities. In 2022, we raised almost \$62,000, enough to provide more than 600,000 meals to families in need.

In addition, some of our parks organize “FUNraisers,” which give them an opportunity to engage with and support non-profit organizations in their local communities. These groups are invited to work alongside us at the parks for an agreed number of hours in exchange for a donation to their organization. Since 2019, these FUNraisers have raised more than \$200,000 for local non-profits, while giving us a chance to learn more about their organizations and how they help our shared communities.

Driving Blood Donations to the American Red Cross

The American Red Cross partnership is one of CFCI’s foremost national cause marketing programs. Since 2015, CFCI has provided 20,000 tickets annually to encourage blood donations, and the Red Cross credits our ticket program with driving record-level donations in the critical summer season. Cedar Fair parks also promoted blood donations through social media.





"Through Carowinds Cares, we find opportunities to express our gratitude to the people of the Carolinas. We strive to provide them with enjoyable experiences, an opportunity to escape from the routine, and a reason to smile. It's a tremendous source of joy for us to support our local community by donating tickets to events, bringing Snoopy to schools, or uplifting children and families facing challenges."

Drew Corrigan

DIRECTOR OF OPERATIONS,
CAROWINDS



Making Children's Dreams Come True with A Kid Again

In partnership with [A Kid Again](#), children with life-threatening conditions and their families get to have a special experience at our parks. Since we started supporting A Kid Again in 2014, hundreds of children have benefited at almost all Cedar Fair parks. In 2022, we nearly tripled our donations to this organization over the previous year.

Donations to A Kid Again

\$1.6 MILLION
2022 cash and in-kind

\$4.9 MILLION
2014 – 2022 cash and in-kind



Helping Others Smile with Carowinds Cares

Through [Carowinds Cares](#), park associates aim to make others smile through giving. The park provides in-kind donations—about \$400,000 in 2022—and hosts fundraising events for causes that benefit the health, welfare, and success of youths and families, education, and the community. A few of these organizations include A Kid Again's Central Carolinas Chapter, the Second Harvest Food Bank of Metrolina serving both North and South Carolina, Make-A-Wish of Central and Western North Carolina, Give Kids The World, the Ryan Seacrest Foundation, and others.



Worlds of Love from Worlds of Fun

Worlds of Fun supports non-profit organizations through the charitable giving program Worlds of Love, which is dedicated to bringing happiness and opportunity to the youth of Kansas City. Through Worlds of Love, the park partners with charities that align with our strong commitment to youth, including Synergy Services, which focuses on youth resiliency, and Children's Mercy Hospital, the gold standard in children's healthcare, among many other causes. In 2022, alone, Worlds of Love directed \$67,000 in funds to charitable organizations dedicated to children, youth, and families.

"We ask youth-focused organizations what they need and then see how we can best serve that need, whether through sponsorship, ticket donations, fundraising, special events or character appearances. As the largest youth employer in the city, we're really proud of the work we've done to support our local youth and we're honored to be giving back to the community that gives so much to us."

Cori Day

SALES DIRECTOR, WORLDS OF FUN



LOOKING AHEAD

As we continue to make our community outreach more unified, coordinated, and purposeful, we will be even better positioned to create special experiences and provide support to the many communities we serve. In particular, identifying a signature cause for all of our U.S. parks will bring us together to foster a better world for children, their families, and our larger communities.





ABOUT OUR REPORT





This, our second ESG report, shares our 2022 progress and additional updates on our ESG framework—Bette FUN for a Better World. It covers our initiatives and achievements in five ESG pillars: safety, associate happiness, community, environment, and operations & governance. We plan to report annually.

Report Scope and Content

Unless otherwise noted, the data and information in this report reflect all of our operations, including our 11 regional amusement parks, four water parks, two sports destinations, more than 2,300 overnight accommodations, dozens of restaurants, and more than 600 luxury RV sites. The report covers calendar year 2022, except where noted, such as to provide more current information about newer initiatives.



What We Mean When We Say

Cedar Fair; Cedar Fair, L.P.; Cedar Fair

Entertainment; the company; us; we; or our:

Unless otherwise specified, these terms refer to our operations in the U.S. and Canada, encompassing our physical locations and properties, including amusement parks, water parks, sports destinations, restaurants, hotels and RV parks, as well as corporate offices. These terms are not intended to identify any particular park or location. Wherever relevant, this report identifies specific parks by name.

Cedar Fair Charities Inc.: Cedar Fair Charities is an independent legal entity established to further our commitment to the communities where we operate. It collects donations through a variety of fundraising activities and distributes them to an array of causes and non-profit organizations.

Associates: We employ thousands of regular, full-time associates at our parks and corporate offices, as well as tens of thousands of seasonal associates at our parks and other properties in roles such as ride operations, food and beverage, lifeguarding, security and others. While the majority of these individuals are our direct employees, we also engage some contractors and use staffing agencies at some parks.

Suppliers: Our suppliers are independent third parties with which we have a direct contractual relationship to provide the goods and services necessary to operate our properties and corporate offices. All Cedar Fair suppliers are expected to conduct business in keeping with our Supplier Code of Ethics as well as with all applicable laws.

How We Collect and Verify Data

Before we embarked on our ESG reporting journey, we tracked a variety of related company-wide data, such as safety performance and associate demographics. In 2022, we began building a tailored ESG data management system to record, analyze, and track our performance in these areas and across all five ESG pillars. This system is now in place and will serve as our consolidated source of ESG data as we execute our ESG strategy in the coming years.

Built into our data management approach is an emphasis on data accuracy, completeness, consistency and assurance readiness. This allows us to monitor our progress in real time, compare progress year over year, make adjustments in our ESG initiatives as needed to meet goals, and prepare for potential mandated reporting.

When collecting and recording our ESG data, we apply a verification process designed to help ensure accuracy and consistency. This includes reviewing external and internal sources, such as system-generated reports, utility records, supplier data, certifications and other evidence. Any assumptions, estimates or models used in our data analysis are explained as part of this process. In the future, we anticipate that some of our ESG data will undergo third-party assurance.

Reporting Framework

This report was informed by three Sustainability Accounting Standards Board (SASB) Standards: Leisure Facilities, Restaurants, and Hotels & Lodging.



Feedback

We welcome stakeholder feedback. Please contact us at ESGfeedback@cedarfair.com.

Forward-Looking Statements

This report contains certain “forward-looking statements” within the meaning of the federal securities laws, including Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements as to our expectations, beliefs, goals, and strategies regarding environmental, social and governance related plans, objectives and goals. All statements, other than statements of historical fact, included in this communication that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements. Words such as “anticipate,” “believe,” “create,” “expect,” “future,” “goal,” “target,” “plan,” “potential,” “vision,” “strategy,” “opportunity,” “will,” “would,” similar expressions, and variations or negatives of these words identify forward-looking statements. However, the absence of these words does not mean that the statements are not forward-looking. Forward-looking statements by their nature address matters that are, to different degrees, uncertain, such as statements about our environmental, social and governance strategy and the anticipated benefits thereof. These estimates, projections, and other forward-looking statements may involve risks and uncertainties that are difficult to predict, may be beyond our control and could

cause actual results to differ materially from those described in such statements. Important factors, including general economic conditions, regulatory requirements, such as those relating to employment practices, environmental requirements, disclosure requirements, and other regulatory matters, our ability to meet our workforce needs, the impacts of public health concerns, changes in our capital investment plans and projects, other changes in the business, and other factors discussed in our Annual Report on Form 10-K and the filings we make from time to time with the Securities and Exchange Commission (the “SEC”) could affect our strategy, available resources and/or the anticipated benefits, and cause actual results to differ materially from our plans, objectives and goals. The inclusion of forward-looking and other statements in this report are not an indication that they are necessarily material to investors or required to be disclosed in our filings with the SEC. Such statements may contain estimates, make assumptions based on developing standards that may change, and provide aspirations and commitments that are not intended to be promises or guarantees. Unless expressly stated otherwise, the forward-looking statements within this report are made as of the effective date identified, and we undertake no obligation to publicly update or revise any forward-looking statements, whether a result of new information, future events, information, circumstances or otherwise that arise after the publication of this report.